airWallet

GRAPHIC
Design Manual

Let's follow it

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Logo

Logo & Identity

The Airwallet logo is the cornerstone of our visual identity. It must be utilized on all written communication where Airwallet is the primary sender to ensure brand recognition and trust.

Construction & Typography

The logo is a custom wordmark featuring:

- Typography: The Barlow font family.
- Casing: The logo uses lowercase letters with a distinctive capital "W" in the center.
- Primary Color: Our signature Green Sheen (see color specifications for HEX/RGB values).
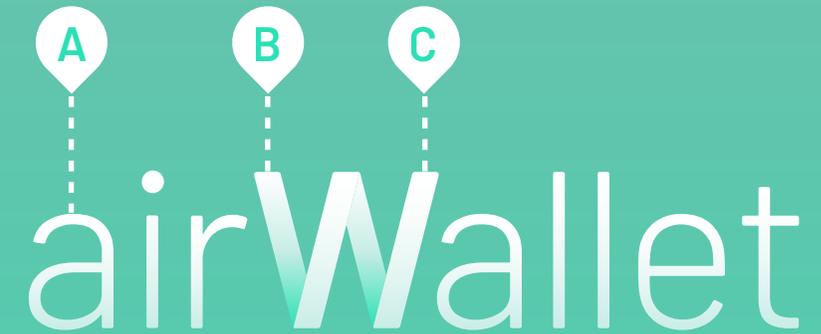
The "W" Icon

In specific digital contexts where space is limited, the "W" icon may be used as a standalone mark. Permitted use cases include:

- Mobile application icons
- Social media profile avatars
- Website favicons

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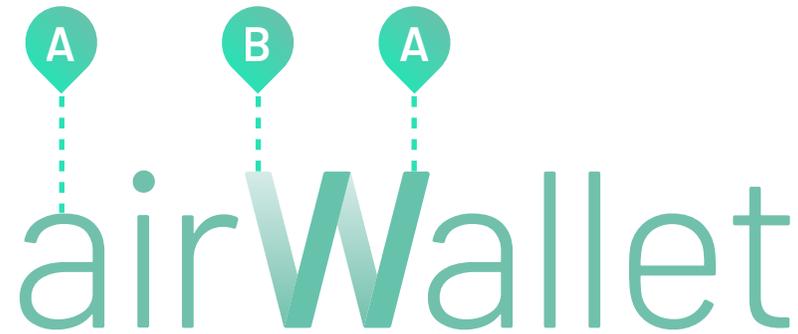
A #67C2AC
RGB: 103/194/172
CMYK: 47/0/11/24

B #C9EDE5 - #67C2AC
RGB: 201/237/229 + 103/194/172
CMYK: 20/0/12/0 + 47/0/11/24

A #FFFFFF - #C9EDE5
RGB: 255/255/255 + 201/237/229
CMYK: 0/0/0/0 + 20/0/12/0

B #FFFFFF - #67C2AC
RGB: 255/255/255 + 103/194/172
CMYK: 0/0/0/0 + 47/0/11/24

C #C9EDE5
RGB: 201/237/229
CMYK: 20/0/12/0

Logo

Logo Variations & Backgrounds

To ensure maximum visibility and brand integrity, the logo should always be applied according to the following color specifications.

Primary Color Editions (A & B)

Wherever possible, the logo should be used in its full-color versions:

- Edition (A): Reserved for use on Green Sheen backgrounds. This background may feature subtle textures or brand patterns.

- Edition (B): Reserved for white or very light backgrounds.

- Note: This version is also permitted for use in video content, provided it is placed over bright, high-contrast sections of the footage.

Monochrome Edition (C)

For black-and-white publications or high-contrast utility:

- Use Edition (C) only. This includes a white logo on a black background or a black logo on a white background.

- Constraint: Edition (C) must never be applied to colored backgrounds.

Incorrect Usage

To maintain visual clarity, do not place the logo on:

- High-contrast colored backgrounds (e.g., orange or navy blue).

- Low-contrast grey or tinted backgrounds that obscure the wordmark.

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Primary Colors

Our color palette is designed to feel modern, energetic, and clean. It consists of four core primary colors and two signature gradients.

Core Colors

The primary palette is built on a foundation of two greens, a deep navy, and a functional white.

- Green Sheen & Aquamarine: Our signature "greenish" tones, used to represent growth and fluidity.
- Navy Blue: Provides a professional, grounding contrast to our lighter tones.
- White: Essential for creating "air" (whitespace) within the design and as a primary font color on dark backgrounds.

Color Gradients

When additional visual depth or "play" is required, use our two primary gradients. These should always follow a 50/50 (half--half) distribution.

- The Green Gradient: A blend of Green Sheen and Aquamarine.
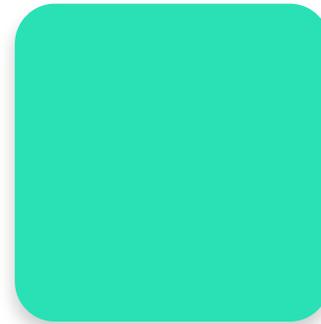- The Blue Gradient: A blend of Navy Blue and Sapphire.
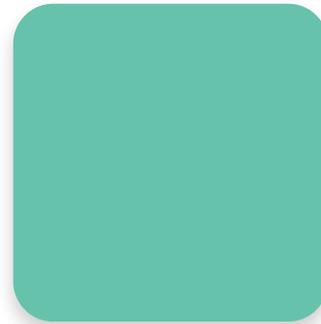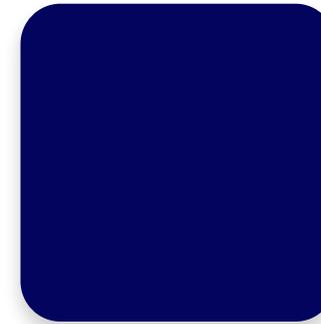
Green Sheen

#67C2AC
RGB: 103/194/172
CMYK: 47/0/11/24

Aquamarine

#29E1B4
RGB: 41/225/180

Navy Blue

#03045E
RGB: 3/4/94
CMYK: 97/96/0/63

White

#FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

Green Sheen + Aquamarine

#67C2AC + #29E1B4
RGB: 103/194/172 + 41/225/180

Navy Blue + Sapphire

#03045E + #0150B7
RGB: 41/225/180 + 1/80/183
CMYK: 82/0/20/12 + 99/56/0/28

Print Colors

(CMYK)

When transitioning from digital to physical media, specific adjustments are required to maintain visual consistency.

The 3-Color Print Palette

While our digital palette uses four colors, only three are used for print applications.

- Aquamarine is an RGB-specific color. When converted to CMYK, it becomes indistinguishable from Green Sheen.
- To ensure color accuracy and reduce production complexity, always default to Green Sheen for all green elements in print.

Secondary Greyscale (Depth & Effects)

To provide depth, subtle shadows, or background layering in print layouts, we use two specific grey tones:

- Cultured (#EBEFF1): A very light, cool-toned grey for soft backgrounds or "off-white" elements.
- Silver Sand (#BEC9D1): A mid-tone grey used for structural elements or adding dimension.
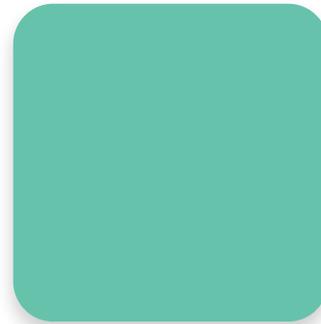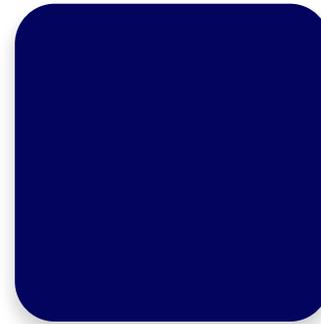
Green Sheen

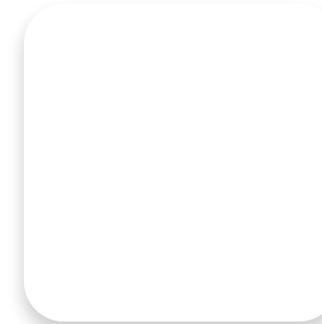#67C2AC
RGB: 103/194/172
CMYK: 47/0/11/24

Navy Blue

#03045E
RGB: 3/4/94
CMYK: 97/96/0/63

White
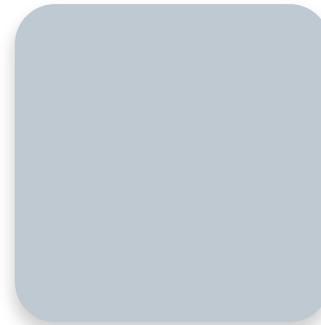
#FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

Cultured

#EBEFF1
RGB: 235/239/241
CMYK: 2/1/0/5

Silver Sand

#BEC9D1
RGB: 190/201/209
CMYK: 9/4/0/18

App Colors

App Colors & UI Functional Palette

In the digital application environment, our primary palette is expanded to include functional colors that guide user behavior and communicate the severity of actions.

Functional Accents

While the core greens and navy remain dominant, Ruby and Orange-Yellow are introduced to provide critical feedback:

- Ruby: Included as a primary color for high-alert scenarios. It is used to draw immediate attention or to inform users of "drastic" or irreversible decisions (e.g., delete, cancel, or error states).

- Orange-Yellow: Used sparingly to indicate "medium" values or cautionary status updates.

App Components & Gradients

Interactive elements such as buttons, banners, and icons should utilize gradients to create depth and visual hierarchy. All gradients follow a strict 50/50 (half-half) distribution.

- The Green & Blue Gradients: Used for primary navigation and affirmative actions.

- Ruby + French Pink: Reserved for high-priority alerts and critical calls to action.

- Orange Yellow + Yellow Crayola: Used exclusively for secondary status indicators or moderate warnings.

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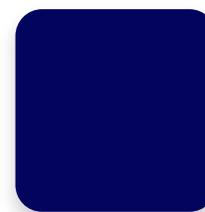graphic design manual p. 07

Green Sheen

#67C2AC
RGB: 103/194/172
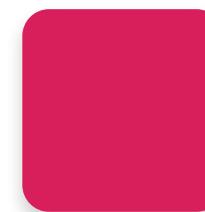
Aquamarine

#29E1B4
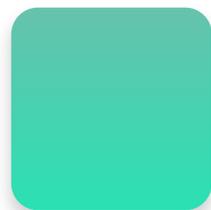RGB: 41/225/180

Navy Blue

#03045E
RGB: 3/4/94

Ruby

#D81E5B
RGB: 216/30/91

Green Sheen + Aquamarine

#67C2AC +
#29E1B4
RGB:
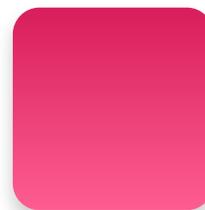103/194/172 +
41/225/180

Navy Blue + Sapphire

#03045E +
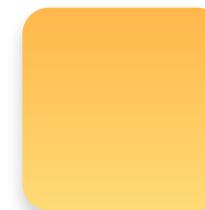#0150B7
RGB:
3/4/94 +
1/80/183

Ruby + French Pink

#D81E5B +
#FE5E92
RGB:
216/30/91 +
254/94/146

Orange Yellow + Yellow Crayola

#FFB74B +
#FFDB76
RGB:
255/183/75 +
255/219/118

App Colors

App Colors: Utility & Status

To create a cohesive user experience, we utilize a secondary set of utility colors for structural elements, text hierarchy, and state indicators.

UI Utility Palette

These neutral tones are essential for building the interface "skeleton" and maintaining readability.

- Dark Blue Grey: Used primarily for placeholder text and secondary or "less important" copy to maintain a clear typographic hierarchy.

- Cultured & Silver Sand: Our primary colors for UI components. These should be used for button backgrounds, input shapes, and container frames.

- Sonic Silver: Reserved exclusively as a background overlay. It is most effective when paired with a background blur (frosted glass effect) to create depth for modals or menus.

Status & State Indicators

Our pastel palette is used to communicate specific "states" or status updates within form fields and data tables.

- Light Cyan, Orchid Pink, & Light Orange: These softer tones provide a subtle visual cue for field statuses (such as "active," "pending," or "warning") without overwhelming the user with the high-intensity "drastic" colors from the primary app palette.

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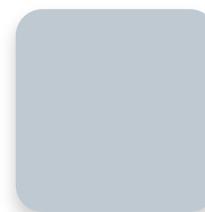
Dark Blue Grey

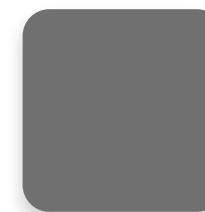#7070A4
RGB: 112/112/164
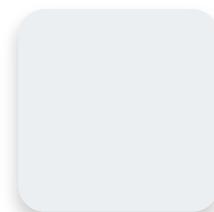
Cultured

#EBEFF1
RGB: 235/239/241

Silver Sand
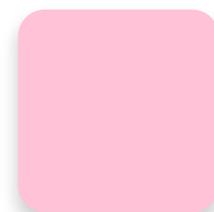
#BEC9D1
RGB: 190/201/209

Sonic Silver

#707070
RGB: 112/112/112

Light Cyan

#C9EDE5
RGB: 201/237/229

Orchid Pink

#FFC2D6
RGB: 255/194/214

Light Orange

#FFDCB4
RGB: 255/220/180

Typography

Our typography is the voice of our brand. We use the Barlow typeface family for all Airwallet communications to ensure a modern, legible, and consistent feel across both digital and print media.

Font Hierarchy

To maintain a clear information architecture, we use specific weights for different roles:

- Barlow Regular: Our primary weight for all body text. It is optimized for readability in long-form copy, both in print and on-screen.
- Barlow SemiBold: Reserved primarily for sub-headers and section titles to guide the user through the content.
- Barlow Bold & Black: Used for impactful headlines and to emphasize critical elements within a body of text. These heavier weights provide a strong visual anchor.

Barlow

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå 0123456789

Barlow SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå 0123456789

Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå 0123456789

Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå 0123456789

About Barlow

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

This is the Normal family, which is part of the superfamily along with Semi Condensed and Condensed, each with 9 weights in Roman and Italic.

The Barlow project is led by Jeremy Tribby, a designer based in San Francisco, USA.

These fonts are licensed under the Open Font License.

Download Barlow here:

https://fonts.google.com/?query=barlow

Name Format

Name Format & Editorial Style

To maintain a professional and consistent tone, the Airwallet name must always be written according to our editorial standards, regardless of the medium.

The Golden Rule

When mentioning the company in plain text (emails, articles, or reports), the name is written with an uppercase "A" and a lowercase "w".

- Correct: Airwallet
- Incorrect: airWallet, AirWallet, or Air Wallet

Standard Formatting

- No Spaces: The name should never be split into two words. It is always a single, continuous string.
- Sentence Case: If a full sentence is written in ALL CAPS for emphasis or design reasons, the name Airwallet follows suit and is also written in UPPERCASE.

Logo vs. Text

It is vital to distinguish between our visual mark and our written name:

- The airWallet format (lowercase 'a', uppercase 'W') is reserved **exclusively** for the logo mark.
- **Do not** use the logo's casing when typing the name within a body of text.

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Airwallet
AIRWALLET

airWallet
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AirWallet
Air Wallet
airwallet

Supergraphic

"Waves"

The "Waves" graphic is a secondary visual element used to add movement and character to our layouts. It serves as both a decorative background and a functional divider between content sections.

Wave Construction

To maintain a soft and approachable aesthetic, the waves must follow these geometric constraints:

- Soft Curvature: Waves should always be organic and soft, avoiding sharp angles or jagged lines.

- Complexity Limit: A single wave graphic should feature a maximum of two peaks or lows. This keeps the design clean and prevents the background from becoming too busy.

- Mediums: These are intended for use in both print and digital applications.

The "Bubbles" Accent

To add a sense of depth and playfulness, circular "bubbles" can be layered within the wave graphic.

- Color: Bubbles must always be White.

- Transparency: Set the opacity between 15% and 40% to ensure they remain subtle and don't interfere with foreground text or elements.

Boost

Airwallet Boost is our premium in-app subscription solution. It offers customers exclusive discounts and added benefits, and its visual identity is designed to feel high-energy and distinct from our primary green palette.

Usage Guidelines

Boost brand assets are secondary. They should be used exclusively for marketing, promoting, or identifying the subscription service within the app or on promotional materials.

Logo Versatility

To ensure visibility across different layouts, the Boost logo and lightning icon follow these rules:

- On Light Backgrounds: Use the logo in Ultra Violet.
- On Violet Backgrounds: Use the logo in White.
- The Icon: The standalone lightning "B" icon may be used in place of the full wordmark in space-constrained UI areas (like a subscription badge).

Gradient Requirements

To maintain the "energetic" feel of the sub-brand, all Violet backgrounds or large UI elements must utilize a gradient rather than a flat color.
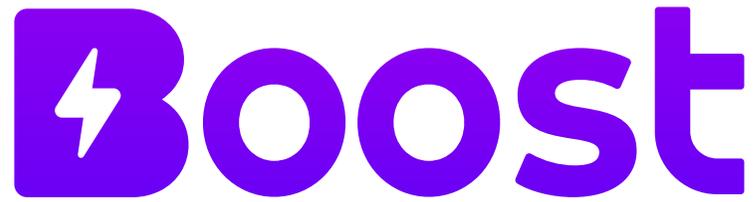
Ultra Violet + Electric Indigo

#8900F2 + #6A00F4
RGB: 137/0/242 + 106/0/244

Deep Lilac + Ocean Twilight

CMYK: 68/80/0/0 + 83/75/0/0
Only use for print!